



Course

New Product and New Service Development

MARK3091

6 Units of Credit

Overview

Developing and introducing new products and new services is an important business function for many organisations. The purpose of this course is to examine new product and new service development from a strategic marketing and strategic management perspective. The course covers the strategic basis for product development including sources and types of innovation, market entry timing, product market structure and competition, disruptive and entrepreneurial innovation, and the development of new services and service bundles. The course also considers marketing research techniques for new product development including user and lead user analysis and conjoint analysis. Class activities include critical review of conceptual and research literature, analysis of case studies and development of a formal strategic market analysis for a new product or new service.

Faculty

UNSW Business School

School

School of Marketing

Study Level

Undergraduate

Offering Terms

Term 1

Campus

Kensington

Indicative contact hours

4

Timetable

[Visit timetable website for details](#)

Conditions for Enrolment

Prerequisite: MARK1012

Course Outline

To access course outline, please visit:

[MARK3091 Course Outline](#)

Fees

Commonwealth Supported Students \$1395

Domestic Students \$5610

International Students \$5610

DISCLAIMER

Please note that the University reserves the right to vary student fees in line with relevant legislation. This fee information is provided as a guide and more specific information about fees, including fee policy, can be found on the [fee website](#).

For advice about fees for courses with a fee displayed as "Not Applicable", including some Work Experience and UNSW Canberra at ADFA courses, please contact the relevant Faculty.

Where a Commonwealth Supported Students fee is displayed, it does not guarantee such places are available.

Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)

[Pre-2019 Handbook Editions](#)

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Authorised by Deputy Vice-Chancellor (Academic)

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